

That which is claimed is:

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1. A method for the treatment of a subject afflicted with a steroid or steroid-like hormone-responsive disease state, said method comprising administering to said subject an effective amount of a ligand which selectively
5 interacts with the receptor subtype associated with said steroid or steroid-like hormone responsive disease state, to a significantly greater extent than with other subtypes of the same receptor class.

2. A method according to claim 1 wherein said disease state is retinoid responsive.

3. A method according to claim 2 wherein said ligand is selective for retinoic acid receptor-mediated processes, relative to retinoid X mediated processes.

4. A method according to claim 2 wherein said ligand is selective for retinoid X receptor-mediated processes, relative to retinoic acid mediated processes.

2 5. A method according to Claim 1 wherein said steroid or steroid-like hormone responsive disease state is the result of translocation of a portion of a gene encoding a member of the steroid/thyroid superfamily of
5 receptors and a portion of a second gene; wherein the expression of said second gene is not ordinarily subject to regulation by the steroid or steroid-like hormone which binds to said member of the steroid/thyroid superfamily of receptors.

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3 6. A method according to Claim *5* wherein said steroid or steroid-like hormone-responsive disease state is APL.

4 7. A method according to Claim 1 wherein said steroid or steroid-like hormone-responsive disease state is a skin disorder.

5 8. A method according to Claim 1 wherein said ligand which selectively interacts with the receptor subtype associated with said steroid or steroid-like hormone responsive disease state is selected from RAR- α selective ligands, RAR- β selective ligands, RAR- γ selective ligands, TR- α -selective ligands, TR- β -selective ligands, RXR- α selective ligands, RXR- β selective ligands, RXR- γ selective ligands, coup- α selective ligands, coup- β selective ligands, or coup- γ selective ligands.

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9. A method according to Claim 8 wherein said RAR- α selective ligand is the amide Compound III.

10. A method according to Claim 8 wherein said RAR- β selective ligand is the phenyl-naphthyl derivative Compound I or benzophenone derivative Compound IV.

11. A method according to Claim 8 wherein said RAR- γ selective ligand is the phenyl-naphthyl derivative Compound I or benzophenone derivative Compound IV.

12. A method for the treatment of a subject afflicted with acute promyelocytic leukemia, said method comprising administering to said subject an effective amount of a ligand which selectively interacts with retinoic acid receptors, in preference to retinoid X receptors.

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13. A method according to Claim 12 wherein said ligand selectively interacts with RAR- α , relative to other retinoic acid receptor subtypes, including retinoid X receptors.

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14. A method according to Claim 12 wherein said ligand which selectively interacts with retinoic acid receptors, relative to retinoid X receptors, is the polyunsaturated carboxylic acid derivative Compound II.

15. A method according to Claim 13 wherein said ligand which selectively interacts with RAR- α is the amide Compound III.

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